EOM/EOC

## WPTV

## **ORDER**

## Flight Dates 09/26/12-10/02/12

<u>Order Sep</u> 00:20:00

Product Estimate # Order # 75 add

Billing Cycle

Contract / Revision 311062 / Allen West for Congress Alt Order #

<u>Original Date / Revision</u> Agency Com 15% <u>Billing Type</u> Cash

09/13/12 09/14/12 Billing Contact Order Type GENERAL

Advertiser West / Republican / Congres

Order%

20

\$9,796.25

3299 K Street NW - Suite 200 Billing Calendar BROADCAST

Washington, DC 20007 Demographic A25-54

Agency Strategic Media Services Rev Codes POL POL CAND

Buying Contact
Sales Office EWSDC Product Codes PL
Sales Region NAT Priority P-1

3299 K Street NW - Suite 200
Washington, DC 20007

Agency Ref 2

Advertiser Ref

Start Date

Primary Account Executive

Marta Salazar-Perren

Account Executive

**Totals** 

Marta Salazar-Perren 100%

**End Date** 

Order Share 40% Market Value 28812

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	60%	17287
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

Order Totals		Billing Plan							
Month	# of Spots	Net Amount Gross Amount		Rating Start Date		End Date	# Spots	Net Amount G	ross Amount
September 2012	12	\$5,546.25	\$6,525.00	0.00	08/27/12	09/30/12	12	\$5,546.25	\$6,525.00
October 2012	8	\$4,250.00	\$5,000.00	0.00	10/01/12	10/02/12	8	\$4,250.00	\$5,000.00

0.00

\$11,525.00

							To	otals
Ln Ch Start End	Inventory Code	Break	Start/End 7	Time Days	Len Spots	Rate Pri	Rtg Type Spots	Amount
N 1 WPTV 09/26/12 10/02/12	M-F 6-7a M-F 6-7a	СМ	6-7a	11	:30 2	\$725.00 P-1	0.00 NM 2	\$1,450.00
<u>Start Date</u> <u>End Date</u> Week: 09/26/12 <u>End Date</u>	<u>Weekdays</u> 11	Spots/Week 2	Rate \$725.00	Rating 0.00				
N 2 WPTV 09/26/12 10/02/12	M-F 6-7a M-F 6-7a	СМ	6-7a	11	:30 2	\$900.00 P-1	0.00 NM 2	\$1,800.00
<u>Start Date</u> <u>End Date</u> Week: 09/26/12 <u>End Date</u>	Weekdays 11	Spots/Week 2	Rate \$900.00	Rating 0.00				
N 3 WPTV 09/26/12 10/02/12	2	CM	6-7a	S-	:30 1	\$250.00 P-1	0.00 NM 1	\$250.00

Print Date: 09/17/12

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Contract / Revision

Contract / Revision 311062 Flight Dates 09/26/12-10/02/12 Hiatus Dates

<u>Original Date / Revision</u> 09/13/12/ 09/14/12 <u>Order Sep</u> 00:20:00

Advertiser West / Republican / Congre Product Allen West for Congress Estimate # Order # 75 add

Ln Ch	Start	End	Inventory Code	Break	Start/End 3	Гime Days	Len Sp	nots	Rate Pri	Rta Tyne	Tota Spots	als Amount
LII OII	Otart	LIIU	Sa 6-7a	Dieak	Otart/Life	Time Days	Len Op	013	Nate III	rtig Type	Орого	Amount
			Sa 6-7a								•	
Sta Week: 09/	rt Date	End Date 10/02/12	Weekdays	Spots/Week	Rate \$250.00	Rating 0.00						
N 4 WPTV			M-F 10-11a	CM	10-11a	111	:30	3	\$325.00 P-1	0.00 NM	3	\$975.00
	00/20/	0,0_,	M-F 10-11a	· · · ·			.00		ψο20.00	0.00		ψο. σ.σσ
	rt Date	End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>						
Week: 09/		10/02/12	111	3	\$325.00	0.00			<b>^</b>			<b>^</b>
N 5 WPTV	09/26/1	2 10/02/12	M-F 10-11a M-F 10-11a	CM	10-11a	11	:30	2	\$475.00 P-3	0.00 NM	2	\$950.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		10/02/12	11	2	\$475.00	0.00						
N 6 WPTV	09/26/1	2 10/02/12	M-F 11-12n	CM	11a-12p	111	:30	3	\$250.00 P-1	0.00 NM	3	\$750.00
Cto	rt Date	End Date	M-F 11-12n	Spoto/Mook	Poto	Poting						
Week: 09/		10/02/12	<u>Weekdays</u> 111	Spots/Week 3	Rate \$250.00	Rating 0.00						
N 7 WPTV	09/26/1	2 10/02/12	M-F 11-12n	CM	11a-12p	11	:30	2	\$350.00 P-1	0.00 NM	2	\$700.00
			M-F 11-12n									
<u>Sta</u> Week: 09/	rt Date	End Date 10/02/12	<u>Weekdays</u> 11	Spots/Week 2	Rate \$350.00	Rating 0.00						
N 8 WPTV			M-F 7-730p	CM	7-730p	- 1	:30	1	\$775.00 P-1	0.00 NM	1	\$775.00
NO WIT	03/20/1	2 10/02/12	M-F 7-730p	OW	7-730p	- 1	.50	•	ψ113.001-1	0.00 14101	'	ψ115.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		10/02/12	- 1	1	\$775.00	0.00						
N 9 WPTV	09/26/1	2 10/02/12	M-F 730-8p M-F 730-8p	CM	730-8p	1- 1	:30	2	\$950.00 FX	0.00 NM	2	\$1,900.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		10/02/12	1- 1	2	\$950.00	0.00						
N10 WPTV	09/26/1	2 10/02/12	M-F 730-8p	CM	730-8p	1	:30	1	\$775.00 P-1	0.00 NM	1	\$775.00
	_		M-F 730-8p									
Sta Week: 09/	rt Date 26/12	End Date 10/02/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$775.00	Rating 0.00						
N11 WPTV			NFL Pregame	CM	4-10p	1	:30	1	\$1,200.00 P-1	0.00 NM	1	\$1,200.00
	, <del>.</del>	· · -	NFL Pregame	<del></del>	(7:00 PM-8:	15 PM)		-	. ,	3.22		, .,
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/	26/12	10/02/12	1	1	\$1,200.00	0.00						

Totals 20 \$11,525.00